

Should I Buy a 360 Photo Booth?



360° booths are certainly the biggest and Hottest trend at the moment, but what are the benefits to buying a 360° for you as a photo booth company owner? What exactly do you stand to gain from buying yourself a 360° booth and how do you make it so that your purchase is worth it?

THE PROS AND THE CONS

So what is so attractive about the 360° booth that photo booth owners across the world are falling over themselves to add one to their roster? Let's address what the pros are first:



PROS

-  **A Unique Experience** - The appeal for potential clientele is as obvious as the nose on your face. A 360 Booth offers a truly unique interaction for attendees at any event where they're present, there's very little else out there that can replicate the experience, and more importantly, the output.
-  **Huge Benefit to Marketing** - This output - the flashy 360° video that the booth produces - is an attractive item, not just for your clients but also for you as a photo booth owner. The video produced from the booth is something that could easily be spread across social media by users, and the video itself is something that you could easily brand, meaning that as they get shared, as does your business.
-  **Attractive to Corporate Clients** - This marketability aspect is also what makes the 360° booth so attractive to potential clients sourcing them for their corporate event. An easily brandable video that is almost guaranteed to be spread throughout social media makes it a marketing goldmine for your corporate clients, as well as for yourself.



But of course no product is without its negative aspects and the 360° booth is certainly no exception to that rule. What then are the drawbacks of the 360° booth?

CONS

-  **Size** - For starters they're very large. This may seem like an obvious and moot point, but it's an important thing to consider. 360° booths take up a massive amount of space and add another layer of stress when it comes to planning events.
-  **Cost** - 360° Booths are very expensive. Good, high quality 360° booths can cost anywhere from around \$3500 to \$7500, and that's without considering things like additional lighting or software that may come as necessary for an optimal experience with your 360° photo booth. A costly purchase like this means that knowing how to charge appropriately is more important than usual so that you're able to cover your cost-to-serve. If you're thinking of purchasing a 360° booth and you're nervous about not knowing if you'll be charging appropriately, check out our article on charging [here](#) for more information.
-  **Market Oversaturation** - Another thing to consider is the fact that it is so widespread and popular. Especially in the USA, the market feels almost oversaturated with 360° booths that it'll be hard to make yourself stand out amongst the crowd unless you truly offer something different.
-  **Not Attractive to All Clients** - Alongside this, 360° booths are also not entirely appropriate for every event - for example, weddings - likely your greatest customer base - are not as likely to hire 360° booths as a corporate event or a private party.
-  **Requires a Level of Technical Prowess** - 360° booths are also an incredibly technical product, and it's easy to make them look cheap and unexciting if you don't have the necessary technical or creative prowess to make full use of your new machine. Of course, if you're confident in your ability to utilise this booth correctly, then this is a moot point.



I WANT ONE - WHAT SHOULD I DO?

If you're in the market for a 360° booth for your business, there are several sites to consider when you decide to make your purchase.

OrcaVue built and patented the original design for the 360° booth, and that experience is sure to be of a benefit to you if you decide to buy from them.

They also offer their 360° booth platforms in three sizes - Life, Gala, and XL - at three different price points so you have various options when it comes to deciding which booth is the most financially viable choice.

DzenTech places an emphasis on their Safe Stop feature to ensure that safety is a priority. Safety is an issue when it comes to 360° booths as drunken guests or children attending your client's events are prone to injury, especially with most 360° booths that run on a motor as opposed to being manually directed. DzenTech combats that issue with the use of their 'super light' camera stick and their motorized arms ability to stop at first obstruction.

If the previously mentioned issues about space and size are a dealbreaker for you when it comes to buying yourself a 360°, **Selfiebox96** claims to have the shortest and lightest 360° booth in the market. They also advertise the 'very smooth' start and stop of their motorized booth, resulting in cleaner results in terms of the video output for your booths.

DreamBooth is another site that advertises the clean look of their booth. Unlike a variety of other booths, DreamBooth's 360° booth begins recording at the same time as the arm begins rotating. Doing this means that the videos instantly look crisp and professional, negating the need for editing the awkward stop and start of various other booths, allowing them to be shared immediately. Shares are also added to a queue, so videos will still be shared even if Wi-Fi is not readily available.



SO SHOULD I BUY A 360 PHOTO BOOTH?

360 Booths are a costly investment and require a certain level of technical expertise to really be able to pull off. Like previously said, in wrong and incapable hands a 360 booth can look cheap and feel like a wasted purchase on your part. That being said, in the right hands a 360 booth, priced intelligently and marketed well, can see your photo booth business piquing the interests of more clients, and thus making more money.